INGREDIENTS
Ariel Powder Color

INGREDIENT	INGREDIENT GROUP	PURPOSE
Aqua	Water	Dissolves ingredients in formula
Sodium Dodecylbenzenesulfonate	Surfactant	Removes stains
Sodium Sulfate	Surfactant	Evenly distributes formula and ingredients
Sodium Laureth Sulfate	Surfactant	Produces foam and removes stains
Sodium Carbonate	pH adjuster	Prevents the build-up of lime scale
C14-C15 Pareth-7	Cleaning aid	Aids soaking and stain removal
Coumarine	Fragrance	Gives a pleasant odour
Sodium Silicate	Stabilizer	Keeps formula in one phase
Zeolite	Water softener	Prevents the build-up of lime scale
Geraniol	Fragrance	Gives a pleasant odour
Sodium Acrylic Acid/MA Copolymer	Foam control agent	Improves product efficiency
Sodium Chloride	Stabilizer	Cleans and prevents lime scale
Citric Acid	Cleaning aid	Provides deep cleaning
Tetrasodium Etidronate	Cleaning aid	Break down stains
Dodecylbenzene Sulfonic Acid	Surfactant	Breaks down stains
PARFUM	Fragrance	Gives formula a pleasant odour
Hydrated Silica	Stabilizer	Prevents products from drying out
Kaolin	Cleaning aid	Gives bulk and texture to products
Microcrystalline Cellulose	Stabilizer	Break down fatty stains
Titanium Dioxide	Colourant	Gives formula a pleasant color
Silicone Compound	Foam control agent	Prevents excessive foam
Dextrin	Stabilizer	Keeps formula in one phase
Sodium Polyacrylate	Thickener	Breaks down stains and thickens formula
Polyethylene Glycol	Solvent	Lubricates and uniformly distributes ingredients
Hexyl cinnamal	Fragrance	Gives a pleasant odour
Protease	Enzyme	Breaks down fatty and protein stains
Amylase	Enzyme	Break down starch stains
Polyvinyl Alcohol	Coating agent	Improves formula efficiency and builds coatings
Mannanase	Enzyme	Fights tough stains
Sodium Hydroxide	pH adjuster	Controls pH levels
Lipase	Enzyme	Breaks down protein stains
Colorant	Colourant	Gives formula a pleasant color
Calcium carbonate	Cleaning aid	Cleans and shines surface fibers
Magnesium Sulfate	Cleaning aid	Remove stains and marks
Tricedeth-n	Stabilizer	Disperses dyes in formula
Sucrose	Preservative/Thickener	Preserves and thickens formula
Bentonite	Cleaning aid	Removes grease
Cocamide DEA	Surfactant	Produces foam